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DAYTON, Ohio, May 9, 1972 --- Reverend Raymond A. Roesch, S.M., President of the University of Dayton, announced today the appointment of Reverend George B. Barrett, S.M., University Vice President, as chairman of a search committee to select a successor for Brother Elmer C. Lackner, S.M., Vice President of University Relations.

Brother Lackner, who announced his retirement at the same time, has served the University as one of its chief executive officers since 1952. A native of Pittsburgh, Brother Lackner has been with the University since 1940 as professor of history, Alumni Secretary, Acting Dean of Arts, Registrar and Director of Evening Classes, Director of Public Relations, Development and Alumni Affairs, Vice President for University Relations and Chairman of the University Relations Council, one of the top advisory boards at the University.

Before his assignment to UD, Brother Lackner had taught in Society of Mary high schools in Baltimore, Detroit, Long Island, Cleveland and Dayton. Born and raised in Pittsburgh, Brother Lackner, who is known as "Mr. U.D." on campus, received his bachelor of arts in social studies at the University of Dayton in 1927 and his master of arts degree in history at Western Reserve University in Cleveland in 1941.

Father Barrett said he has been directed to find a person who "will serve as one of the chief executive officers of the University of Dayton with authority and responsibility delegated by the President to promote the University and her purposes through specific concern for the character, integrity and reputation of the institution, the maintenance of effective communications and productive relationships between and among various internal and external publics, and the generation of moral, financial and enrollment support.

"We will give particular attention," said Father Barrett, "to whether the candidate has the background to reflect properly to the publics served, the Catholic, Marianist philosophy and the goals and objectives of the University as a Catholic institution of higher education.

"He will have to have demonstrated, through past experience, creative leadership and managerial administrative skills to oversee the various functions subject to his direction," Father Barrett continued. "This means relations with all communications media, publications and information services, community relations, both internal and external, intercollegiate and intramural athletics, development and alumni affairs, and student recruitment and aid.

"He must also be able to communicate effectively with the University's various publics by speaking and writing of the University's goals, objectives and activities," said Father Barrett. "He should be a person of high moral and ethical standards and possess the personality as well as the emotional and physical stamina necessary to carry out the rigors and pressures of the position."

Father Barrett noted that the department of intercollegiate athletics and the offices of student recruitment and student aid are being added to the University Relations Department on July 1 as part of recommendations through the University's Planning for the Seventies program.